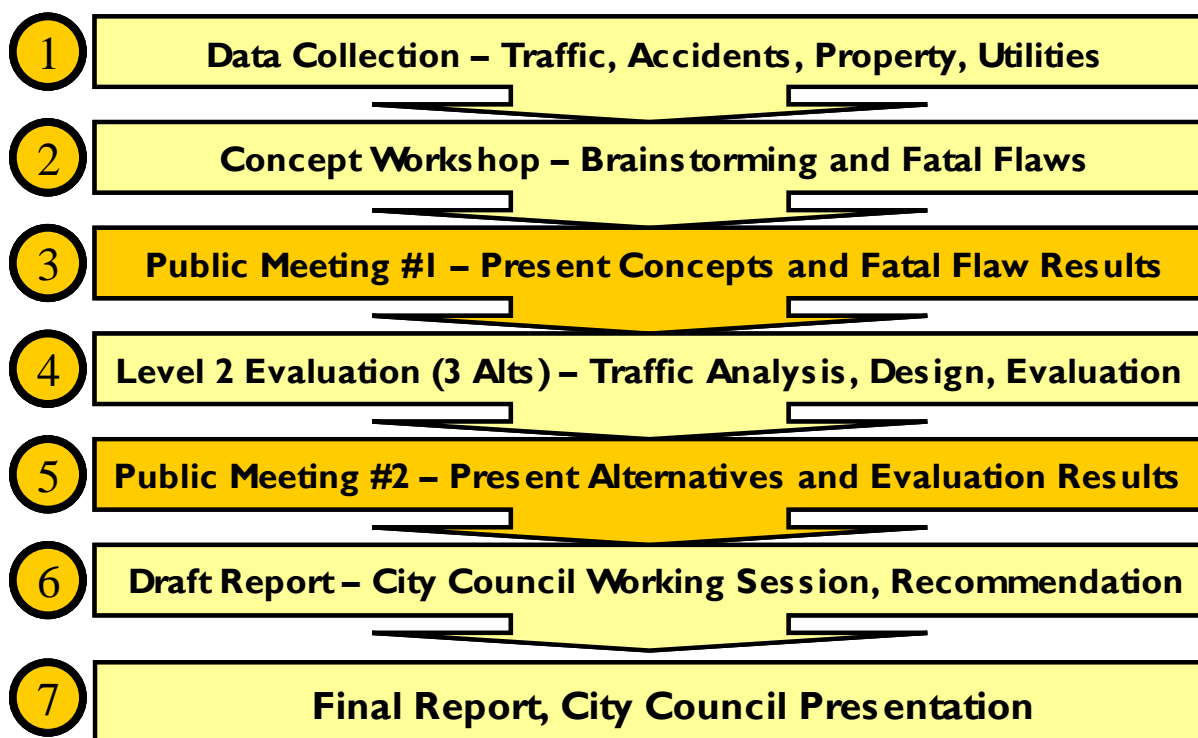


SECTION 6

EVALUATION FRAMEWORK

The purpose of this traffic study is to develop a long-range planning solution for SR 89A that meets the needs of the adjacent development while maintaining favorable traffic operations on the highway.

Therefore, a process was established to develop corridor concepts and systematically screen these concepts in stages eventually leading to recommended alternatives. This process was adopted to ensure that all viable alternatives received due consideration, while maintaining the timeline for completing the study. This process is depicted below as seven (7) key steps beginning with data collection and leading to a recommendation.



Step 1, Data Collection – The first step of the process was to collect information about the existing conditions. This step provided information needed to verify the purpose of this project and identify the need for potential improvements.

Step 2, Brainstorming – Following verification of the need for improvements, the study team facilitated a session to help brainstorm ideas that could meet the objectives of the study. This was completed at a Concept Workshop, where a cross section of interested stakeholders were invited to offer ideas about potential solution and criteria to include in the evaluation process.

Step 3, Presentation of Concepts for Public Comment – The feasible concepts generated from the Concept Workshop were presented at a Public Meeting to provide input on the concepts and or suggest additional solutions that could be included for evaluation.

Step 4, Evaluation of Alternatives – All concepts were evaluated against public comment and engineering analysis to refine to three (3) concepts. The three final alternative solutions were evaluated based on a set of comprehensive criteria to measure the impacts and benefits of each.

Step 5, Presentation of Alternatives for Public Comment – The three alternatives that were considered most feasible following the first level of alternative screening were presented back to the public. An evaluation matrix was provided to the public to help understand the differences between each alternative and how each compared to the no-build scenario.

Step 6, City Council Working Session - Based on public comments, the two final alternatives will be presented to the Sedona City Council in April 2006 for review and comment.